

# ORDER



**Orders**  
**Order / Rev:** 683982  
**Alt Order #:** 06145388  
**Product Desc:** ISSUE  
**Estimate:** 1194  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	138	\$165,300.00	\$140,505.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	138	\$165,300.00	\$140,505.00	0.00
<b>Totals</b>	<b>138</b>	<b>\$165,300.00</b>	<b>\$140,505.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	25%	\$165,300.00
Market	100%	\$661,200.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$119,016.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$6,612.00
KSTP	16%	\$105,792.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$6,612.00
WCCO	35%	\$231,420.00
WFTC	4%	\$26,448.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/16/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	9	\$2,500.00	P-2	0.00	NM	9	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$2,500.00		0.00			
2	KARE	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	12	\$650.00	P-2	0.00	NM	12	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					12	\$650.00		0.00			
3	KARE	10/16/12	10/22/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$275.00		0.00			
4	KARE	10/16/12	10/22/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	9	\$450.00	P-2	0.00	NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$450.00		0.00			
5	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	9	\$300.00	P-2	0.00	NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$300.00		0.00			
6	KARE	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	12	\$850.00	P-2	0.00	NM	12	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					12	\$850.00		0.00			
7	KARE	10/16/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	9	\$1,200.00	P-2	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$1,200.00		0.00			
8	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	9	\$1,200.00	P-2	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$1,200.00		0.00			
9	KARE	10/16/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					6	\$750.00		0.00			
10	KARE	10/16/12	10/22/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	9	\$1,400.00	P-2	0.00	NM	9	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$1,400.00		0.00			
11	KARE	10/16/12	10/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	9	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$750.00		0.00			
12	KARE	10/16/12	10/22/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	9	\$275.00	P-2	0.00	NM	9	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$275.00		0.00			
N13	KARE	10/22/12	10/22/12		CM	Mon Prime	M-----	:30	3	\$4,750.00	P-2	0.00	NM	3	\$14,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon Prime THE VPOCE (6:58 PM-9:00 PM) VOICE-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 3 \$4,750.00 0.00															
14	KARE	10/20/12	10/20/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
KARE11NWS-10SA< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 3 \$2,250.00 0.00															
15	KARE	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
SAT NITE LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 3 \$1,500.00 0.00															
16	KARE	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	Various (2:28 PM-6:00 PM)	-----S-	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
ND FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 3 \$500.00 0.00															
17	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 6 \$700.00 0.00															
N18	KARE	10/21/12	10/21/12	Post NFL Late News Post NFL Late News	CM	1030P-1105P	-----S	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
KARE11NWS-10< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 3 \$2,500.00 0.00															
19	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
KARE11WS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 3 \$900.00 0.00															
20	KARE	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (7:15 PM-10:30 PM)	-----S	:30	3	\$7,000.00	P-2	0.00	NM	3	\$21,000.00
NFL SUN FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 3 \$7,000.00 0.00															
21	KARE	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
SUN TODAY-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 3 \$300.00 0.00															
N22	KARE	10/18/12	10/18/12	Thu Prime AWAKE	CM	Thu Prime (9:00 PM-10:00 PM)	---T---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
AWAKE-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 3 \$2,000.00 0.00															
													Totals	138	\$165,300.00